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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Edward B. Knudson et al.

Application No.: 09/034,939 Confirmation No.: 4035

Filed : March 4, 1998

For : PROGRAM GUIDE SYSTEM WITH TARGETED
ADVERTISING

Group Art Unit : 2611

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MAY 25 2004

Examiner : Jason P. Salce

Technology Center 2600

New York, New York 10020

May 20, 2004

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY TO OFFICE ACTION

Sir:

This Reply is in response to the January 20, 2004 Office Action issued in connection with the above-identified patent application. Reconsideration of this application in view of the following remarks is respectfully requested.